The Pizza Times

Volume One, Issue Two—September 1981

A STAR IS BORN

First Annual PTT Convention Opens in Monterey

Pizza Time Theatre's first annual convention opens Friday, September 11, in Monterey, California. The theme for the weekend event is "A Star is Born," and Chuck E. Cheese is, appropriately, the "man of the hour."

About 250 plan to attend the meeting held at the 450-room Del Monte Hyatt Hotel overlooking Monterey Bay and the Pacific Ocean.

The convention kicks off with an opening cocktail reception Friday evening on the poolside patio. Saturday's program begins with a continental breakfast followed by an audio/visual presentation and "Marketing 1982" session. Regional Franchise Advisory Council meetings conclude the morning activities. Workshops are offered in accounting, communications, entertainment, food standards, games/merchandise, operations, store development, technical operations and training/recruitment in the afternoon.

Festivities Saturday night begin with a cocktail party at historic Memory Gardens followed by the gala Awards Banquet at the Double Tree Inn. Presentations of the 1981 "Chuck E." awards include six categories for both franchise and corporate store operations. The Convention concludes Sunday morning with an Aloha Brunch and the closing general session.

For spouses attending the convention, the Monterey Peninsula offers a host of recreational activities, sightseeing and shopping. Reservations for tennis and golf may be arranged at the Pizza Time registration desk during check-in on Friday. Brochures listing area attractions and a list of recommended local restaurants will be available at the time, as well.

Chuck E. Cheese in top hat and tails appears on the convention binders, banquet program, memo paper, cocktail napkins, name tags, welcome signs and convention buttons.

Convention Schedule

Friday, September 11, 1981

Advisory Council Meeting	- 9:30 a.m.
Opening Cocktail Reception	- 6:00 - 8:00 p.m.

Saturday, September 12, 1981

Continental Breakfast	- 8:00 - 8:30 a.m.
Opening General Session	- 8:30 - 9:30 a.m.
"Marketing 1982"	- 9:30 - 11:00 a.m.
Regional Franchise Council Meetings	- 11:00 - 12:00 p.m.
Luncheon	- 12:00 - 1:30 p.m.
Workshops	- 1:45 - 2:30 p.m.
Workshops	- 2:45 - 3:30 p.m.
Workshops	- 3:45 - 4:30 p.m.
Awards Reception	- 6:00 - 7:30 p.m.
Awards Banquet	- 7:30 - 10:30 p.m.

Sunday, September 13, 1981

Aloha Brunch and Closing Session - 10:00 a.m.

Thank You To Our Convention Contributors

Ad Art Signs
Ad Fact Signs
Advance Automatic Sales Company
Aim-Ad
Bass & Swaggerty
Beach Products, Inc.
Betson Pacific Sales
Button King
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Raygal Design Assoc.
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Sign Classics
The Wasserstrom Company

Food Operations

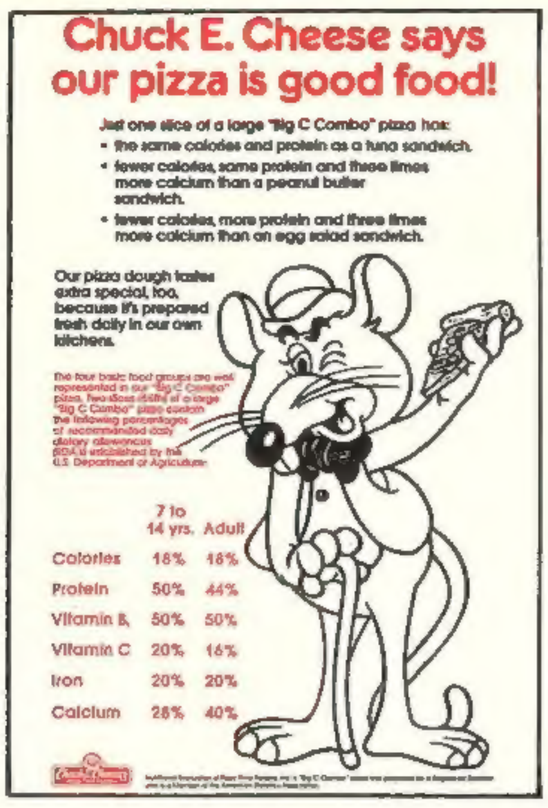
The following information was compiled by Linda Sako, Food Standards Manager.

Sandwich Program

The new sandwich program underway in all Pizza Time Theatres offers a "Sandwich Fixins" condiment bar where customers can dress up their orders. The new generously portioned sandwiches are served open-face in baskets for an especially attractive presentation.

Sandwich preparation procedures have been significantly simplified by deleting the French Dip and hot Barbeque Beef sandwiches, and by minimizing make-up requirements in the kitchen. The appetizing variety of sandwiches starring Madame Oink's Ham & Cheese, Mr. Munch's Submarine, Jasper's Giant Hot Dog and the Kiddie Dog plus two new attractions—Chuck E. Cheese Melt and Harmony's Roast Beef & Cheese—appeal to all ages.

Promotional materials for the new program include "Try our new Sandwiches!" buttons, posters and in-store coupons offering 10 free tokens with the purchase of a sandwich or hot dog Monday through Friday, 11 a.m. to 4 p.m. Special comment cards are being issued to assist Pizza Time Theatre in developing other sandwich lines and determining regional requirements.



The Chuck E. Cheese nutritional poster is on permanent display in all Pizza Time Theatres.

Tests

Tests currently in progress in company owned stores include:

- preblended pizza sauce—further evaluation of this product has been expanded into all Northern California company stores.
- pizza pans imprinted with PTT logo
- whipped fruit juices
- fast flow Coca-Cola heads
- simplified cleaning program
- freshly brewed iced tea

New Developments

Salad dressings—A complete line from Rod's Food Products including some of our own formulations is now available with the Pizza Time label from authorized distributors.

Color cleaning—Company stores are now using disposable wipes, color coded to designate use (i.e., floor, work areas, etc.)

Ten-foot make-table—Making its debut in August at the San Antonio store, the unit holds both pizza and sandwich products, thus streamlining preparation procedures. This larger table will become standard equipment in all company stores.

Pizza Time Theatre printed items—All birthday party supplies with an updated design and general store merchandise bags are now available through distributors.

Uniforms—Updated uniforms for hourly employees and complete management apparel will be ready for distribution this Fall.

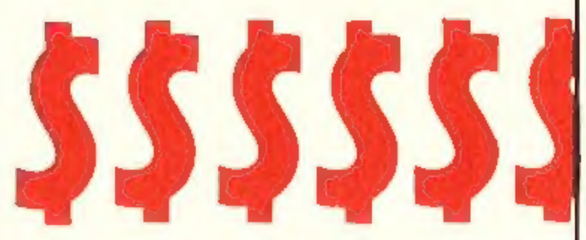
Other Store Innovations

Color Call-out Monitor System—This new system will display messages as well as order numbers.

Mr. Munch Trash Eater—Currently being tested in the Kooser, San Jose store, the trash eater is intended to encourage self busing of tables. The trash eater dispenses a game token for every pizza pan put into it.

Kiddie Pop-up Stools—Motorized piano bar stools that go up and down will be tested in the new Cupertino store later this fall.

Second Quarter Earnings



Pizza Time Theatre, Inc. announced second quarter 1981 revenues of $7,281,000 and net income of $358,000 ($.09 per share) as compared with revenues of $2,216,000 and a net loss of $76,500 ($.03 per share) for the second quarter of 1980.

Revenues for the 24 weeks ended June 14, 1981, were $12,636,000 with net income of $483,100 ($.13 per share) compared to revenues of $3,888,000 with net income of $1,300 ($.00 per share) in 1980.

Revenues from Company Centers were $5,636,000 for the second quarter of 1981, a 197% increase over the comparable quarter of the prior year. Revenues from Company Centers were $10,390,000 for the 24 weeks of 1981, a 195% increase over the comparable period in the prior year.

Revenues from franchise operations for the second quarter of 1981 were $1,645,000, a 417% increase over the comparable 1980 second quarter. Revenues from franchise operations were $2,246,000 for the 24 weeks of 1981, a 505% increase over the comparable 1980 period.

J. F. Keenan, President of Pizza Time Theatre, Inc. stated that "the company's growth, both in volume and profitability, is in line with the current fiscal year's budget."

Pizza Times

The Pizza Times is published on a quarterly basis by Pizza Time Theatre, Inc. The purpose of the newspaper is to inform, to motivate, to serve as a public relations tool, and, perhaps most importantly, to provide two-way communications about events affecting PTT.

Your suggestions and input are not only encouraged, they are vital to making this a valuable forum for sharing information and ideas. If you have story ideas or news for the paper, or would like a story assignment, please contact Suzie Crocker, Communications Manager, 1213 Innsbruck Drive, Sunnyvale, California, (408) 745-6051.

The Pizza Times

Staff

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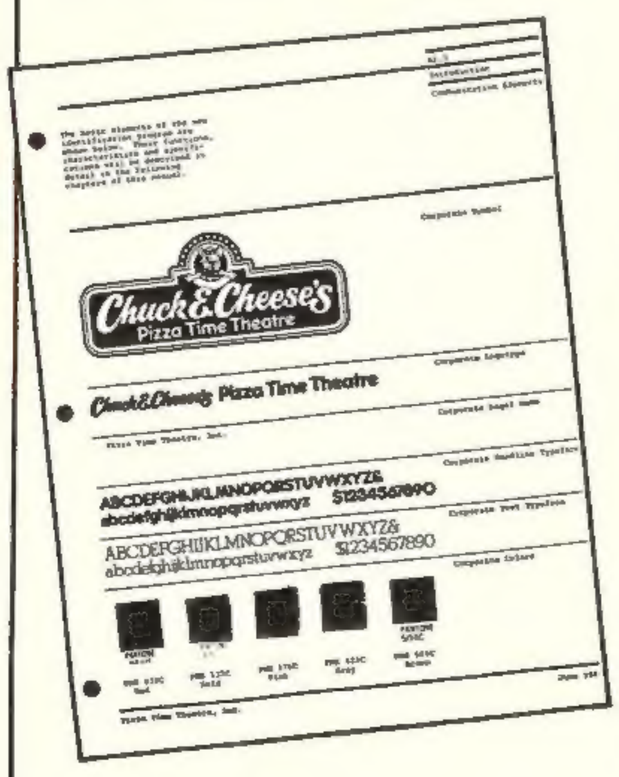
Steve Dooner

New Logo Design Implemented

The corporate logo change is in full swing according to Diane Dudeck, Graphics Manager. All old logo materials should be depleted and any reorders must be redesigned to incorporate the new logo design and colors. In addition, our character illustrations have been revised to more closely match the colors and feeling of the new corporate logo design.



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Graphic Standards Manual

The new Graphic Design Standards Manual will be available in September at the Annual Convention in Monterey. It will include the following:

- Basic Standards—corporate symbol, supporting typeface, and secondary and decorative elements.
- Applications of our new corporate symbol in stationery, advertising and publications, new signage package, vehicle identity and promotional items.
- Reproduction specifications of our new corporate symbol.
- Interior design standards.
- Character illustrations, reproduction specifications and applications.

Who's New at Corporate

The following people have joined the staff at the Sunnyvale Corporate Offices since May.

Don Adams—Engineering Services
Charles Bowlds—Purchasing
Brian Bundy—Accounting
Sonya Carter—Purchasing
Richard Cervera—Franchise
Nancy Corral—Real Estate Secretary
Doug DeAnda—Manufacturing
Sheila Dennis—Cosmetics
Yolanda Denton—Manufacturing
June Fortini—Purchasing
Sharon Garinger—Personnel
Bethanne Lovett—Operations Secretary
Barbara Graham—Accounting
Lynette Grant—Accounting
Al Graves—Construction
Cameron Jeong—Accounting
Pete Jones—Cyberamic Installation
Robert Lemons—Shipping & Receiving
Barry Magsaney—Manufacturing
Mary Jo Martin—Construction Secretary
George Milo—Purchasing
Ed Moran—Cyberamic Installation
Marie Norstegaard—Accounting
Mary Ann Patteson—Purchasing
Sue Schaller—Franchise
Lora Smith—Manufacturing
Mike Ullrich—Construction

Franchise News

TDLA's Signed

Territorial Development Letters of Agreement have been signed as follows: John Pera for three stores in Santa Barbara and Santa Maria, California; Royal Development Company for eleven stores in Minnesota; Bold Ruler Holdings, Ltd. for ten stores in the Toronto metropolitan area; Steve Snow for six stores in Louisville, Lexington and Northern Kentucky; Tom Pogemiller for ten stores in Central and Northern Illinois; PHUL Associates, Inc. for three locations in Albuquerque and Santa Fe, New Mexico; Rich Taylor and Lauren Ward for two units in Alaska; Sheldon Lefkowitz, Neil Moss and Tom Saltsman for eight locations in Massachusetts and New Hampshire; and Leonard, Jim and Bill Rudolph for five stores in Western Pennsylvania.

Don Marks, Vice President of Franchise Administration, indicated that negotiations were being completed in upstate New York; Chicago; Long Island; Westchester County, New York; Arkansas and Mississippi; Western Canada; West Virginia; Spokane, Washington; Eastern Washington; Greater Philadelphia; and Tulsa.

Ian Holmes, President of the Grundy Organization, Franchisee of Australia's Pizza Play House, visited Pizza Time Theatre's Corporate Offices last month. Here, Ian and Rachel Cohen have lunch with Chuck E. Cheese at the Sunnyvale, California Pizza Time Theatre.

New Faces

Richard Cervera joined the Franchise Department in June as Project Manager. He is working with Jack Campbell and Clyde Reyes in assisting Franchises in construction and development of their restaurants. Richard brings a strong background in restaurant real estate, design and construction to the Department.

Sue Schaller has been named Area Representative to the Franchise Department. Her responsibilities will include assisting franchises in new store openings, conducting stores inspections and providing operations assistance to our rapidly growing franchise organization. Sue began her career with Pizza Time Theatre in 1979, entered the Management Program in 1980 and was General Manager of the San Diego store prior to joining the Franchise Department.

Don Schulte has been named Franchise Marketing Manager for Pizza Time Theatre, Inc. Don will be working with Pat Saign and the Corporate Marketing Department in support of the franchise stores and their promotional strategies. Before joining Pizza Time, Don was Marketing Director for the California Surfs Soccer Team.

New Franchisees Meet at Corporate

Franchisees attending an orientation meeting last month at the Corporate Offices were (left to right) Steve Sammons, Tom Pogemiller, Chris Corbin, Jack Grey, Bill Rudolph, Arnie Fogel, Lauren Ward, Ben Bernstein, Steve Snow and Jim Bernstein.

PROFILE

Murphy Named Franchise Administrator

Judy Murphy has recently been promoted to Franchise Administrator. In her new position, Judy will be responsible for the day-to-day administration of the Franchise Department with special emphasis on assistance and support to the growing Franchisee community.

Originally employed as Franchise Department Secretary, then promoted to Administrative Assistant, Judy has seen the Franchise Department grow in the past year from three employees to eleven employees, and four franchise stores to 27 franchise stores.

From all of us who depend on Judy's invaluable help, thorough knowledge, and willing assistance—congratulations!

Judy Murphy

Chuck E.'s Pride Award

The first "Chuck E.'s Pride" award will be given next quarter by the Franchise Department to the franchise store management and crew that best exemplify Pizza Time Theatre standards of quality, service and cleanliness.

This ongoing program will recognize the highest achievers for each quarter with a commemorative plaque and special pins. A photograph of the award-winning management and crew will also appear in *The Pizza Times*.

With today's increasing customer perception of value, the areas of quality, service and cleanliness have become the major key to our success. Pizza Time Theatre's strength comes from the manner in which we treat our customers. This award is planned to recognize our franchise restaurants that best emulate "Chuck E.'s Pride."

New Franchise Store Openings

August was a busy month for Franchise owners. In California, RSKT, Inc. opened a new store in Redwood City while Gil Williams opened his Capitola location. The Pacific Northwest got their first taste of Chuck E. Cheese with Frank Jones' first Seattle location—Seattle #2 is slated for November. Mike Ilitch opened the Sylvan Lake, Michigan store and plans two more openings in October and November. Tennessee got their first Pizza Time Theatre with the opening of Food Systems, Inc's new store in Memphis—their Charlotte, North Carolina opening is scheduled for December.

Other franchise unit openings this fall include Charter Management, Inc. in Boulder, Colorado; MOW, Inc. in Napa, California; Family Entertainment Centers, Inc. in Northridge, California and Richmond, Virginia; APCOA in Houston, Texas and Cleveland, Ohio; Bold Ruler Holdings, LTD. in Burlington, Ontario; PHUL Associates, Inc. in Albuquerque, New Mexico; and Mike Maginnis in Beaverton, Oregon.

Additional franchise stores to open this year will be El Paso, Texas by Mike Powers and Jon Andron; New Hope, Minnesota by Royal Development, Inc.; Springfield, Illinois by Tom Pogemiller; and Boise, Idaho by Rocky Mountain Development, Inc.

Starcade First TV Video Game Show

A 30-minute pilot for "Starcade," the first television video game show, is currently under production in San Francisco. The program is scheduled to air on Sunday, September 13th at 6:00 p.m. on selected NBC stations.

Starcade plans a format of guest celebrities competing against each other and playing for at-home contestants. Groups of 10 to 20 contestants on stage or at strategic locations in the audience will compete against each other until a winner is decided.

Contestants for the pilot show were drawn from preliminary contests held in twelve Pizza Time Theatres the first two weeks in August. Contestants were selected by scores, age and geographic locations. Pacman, Defender and Centipede were the games used for the contest. In addition, random contestants were selected from at-home entry forms deposited in the selected Pizza Time Theatre locations.

Stores participating in the preliminary contests were Huntington Beach, Citrus Heights, San Ramon, Garden Grove, Long Beach, San Diego, Modesto, Pinole, Winter Park, Tampa, Arlington and Fort Worth.

Starcade is produced by JM Production Company of San Francisco.

Upcoming Promotions

The October Soccer Towel Promotion coincides with the beginning of the soccer schedule for children's teams across the country. The towels, featuring an illustration of Chuck E. Cheese and Pasqually kicking a soccer ball, will be offered for 69¢ with the purchase of a large pizza. The promotion will be supported by a three-week television buy beginning September 28th, running until October 16th or until the towel supply is depleted.

Chuck E. Cheese Calendars for 1982 will be the November promotion. Customers may return direct mail postcards with the purchase of any large pizza and get a free calendar with over $50 worth of coupons.

In December, television spots will offer Chuck E. Cheese Christmas tree ornaments for 49¢ with the purchase of a large pizza.

The summer promotions went off smoothly and successfully. During the May-June T-Shirt promotion, sales were up 36% over the same period in 1980 while the July Hat Promotion saw sales increase 39% over the same period in the previous year.

A new 30 second TV commercial has recently been produced by Bob Wilkins Advertising. Video-taped at the Pinole Pizza Time Theatre, the new spot features special animated effects using the new logo and an emphasis on the quality of our food and the Pizza Time Players. The new commercial will be previewed at the Annual Convention in Monterey.

Construction Update

Corporate stores open and operating totaled 30 in August with another four scheduled to open in September. According to Gene Landrum, Vice President of Operations, 27 more leases are signed, 15 of which are for units slated to open in the next 100 days.

With all this growth, Pizza Time's Construction Department is expanding to keep the new stores rolling along on schedule. Alan Vargo, formerly Construction Manager, has been promoted to Manager of Store Development. Al Graves is our new Construction Manager responsible for sites in the South-Central Region. He joins Construction Manager Scott Drummond, who is responsible for Western Region sites, in the Sunnyvale Corporate Offices. Dan Alvey, Construction Manager for the Eastern Region, is now based in Florida at the Brandon offices. Mary Jo Martin has returned to the Corporate offices as Secretary to Mike Ullrich, Director of Store Development.

Tom Morbitzer has recently joined the Company as Real Estate Manager, Eastern Region. He is responsible for acquiring sites in Florida and, eventually, in Connecticut, Alabama, Georgia (except in Atlanta), and Louisiana. Tom has been a consultant in shopping center development, and spent 22 years with the Don M. Casto Organization in Columbus, Ohio.

The Latest Games

New game purchases by Pizza Time Theatre include Centipede from Atari, Space Fury from Gremlin, Venture from Exidy, and Super Cobra from Stern.

We are now buying skeeball from three manufacturers. The Florida stores have Highball games manufactured by the Norton Company of Tampa. In Texas, we are using Super Ball games made by Greyhound Amusements in Pleasantville, New York. And in California we are continuing to use Skeeball Incorporated's standard electronic skeeball.

Another new game that will soon be seen is "Chuck E. Cheese's Cheese Quiz." Based on an arcade game called Nimbus, our custom designed game tests a player's ability to remember color and tone sequences, and vends tickets to players with high skill. This game will be tested with one unit in each region.

New kiddie rides made in West Germany are going into new stores and include a triplane, a motorcycle, a train, and a formula race car. Kiddie Rides USA is supplying us

with a new cartoon machine with customized graphics and cartoons. Hydrocopters and motorcycles are being purchased from an Italian manufacturer.

The San Jose Tully Road store scheduled to open late in the year will be full of new ideas and games. We will be testing a punching bag forest and a game called Boom Ball, similar to skeeball but instead of rolling the ball, the player shoots it out of a cannon. Our larger unit game rooms are becoming more fun than ever for tots. The newest attraction will be gigantic circular slides.

Personnel Changes

Inda Trinwith, formerly Games Administration Manager has been named Games Planner/Buyer and is working with Pizza Time's Purchasing Department. Inda's primary responsibilities are planning and purchasing all new games for company owned stores, as well as supervising the movement of games from store to store. She will be ordering over 1200 more games during the last four months of the year.

Steve Dooner, formerly New Store Coordinator, is now assisting Bob Lundquist in Games Administration. Steve's responsibilities include tracking the more than 2,000 games presently in Pizza Time's inventory, analyzing and reviewing game collections, and designing game room layouts. Recently appointed Regional Game Room Coordinators are Shirley Short in Texas and Paul La Motta in Florida. They are responsible for setting up game rooms and general stores in new units as well as training new game room managers.

Good Ideas

The following good ideas come from Kristie Barker, Promotional Coordinator for Rocky Mountain Development Corporation's Ogden and Salt Lake City stores:

- A monthly calendar of events posted in each store listing happenings in the community that Chuck E. might want to attend. Community Involvements that the store is sponsoring are listed as well with items needed for each event (i.e. balloons, flyers, etc.) noted on the calendar.
- An employee-of-the-month award—the employee receives a small cash award and his/her photo posted in the store.
- An in-store monthly newsletter to let employees know about things happening in the store that affect them.

Creative ideas, solutions to problems and helpful information are of interest to all the stores. Please share your good ideas by sending them into *The Pizza Times* or call Suzie Crocker at 408-745-6051.

Tournament Benefits Muscular Dystrophy

Chuck E. Cheese hosted the first annual Asteroids Tournament August 24 through September 3rd at 50 Pizza Time Theatres in 13 states. The goal of Pizza Time Theatre, Inc. was to raise $50,000 for the Muscular Dystrophy Association—the actual amount raised was not available at the time of this printing. Proceeds from the event were donated directly to the Association on the Jerry Lewis-Muscular Dystrophy Telethon, Labor Day weekend.

For a $1.00 entry fee, participants were given five tokens to play the popular Asteroids Deluxe video game, and a free coke. Entrants could register to play as often as they wished during the two-week tournament that ran Mondays through Thursdays from 2 to 8 p.m.

Age categories for players were seven and under, eight through eleven, twelve through fifteen, and sixteen and over. An Asteroids Deluxe game was the First Place National Prize for the highest score. Prizes given at local Pizza Time Theatres included Atari home video games with the new Asteroids cartridge, as well as game tokens and Chuck E. Cheese T-shirts.

The benefit was the first national video game contest sponsored by a corporation.

Toria Costa, Muscular Dystrophy Poster Child, made friends with Chuck E. Cheese during the Asteroids Tournament.

Starring the Stores

Joe Keenan, Congressman Pete McCloskey and Nolan Bushnell posed with Chuck E. Cheese at the grand opening party of the Rockville, Maryland Pizza Time Theatre.

The Florida stores have had a busy summer with special promotions and community involvements. In **Winter Park,** Chuck E. Cheese appeared on "Dialing for Dollars" on TV-Channel 9. He also participated in a special Polaroid promotion posing with customers for free pictures, and hosted a "Dance-a-thon" for Muscular Dystrophy which was videotaped by TV-Channel 2. PTT **Fort Myers** is co-sponsoring a Pop Warner Football Team and planning to have Chuck E. skydive during halftime at the team's first football game. The Fort Myers store and the Jaycees hosted the 50 Miss Teenage America contestants for an evening at Chuck E. Cheese's in August. The **Tampa-Fowler** store held a Sunday afternoon ice cream social featuring a children's fashion show that was attended by 300—free ice cream sundaes were served for an hour, and birthday flyers and Chuck E. Bucks were distributed. The Teamen Soccer Booster Club held a soccer clinic and autograph hour at PTT **Jacksonville** and watched films of their team on the store's big screen. Jacksonville's Chuck E. Cheese entered the "Mr. Legs Contest" at the local beach and won the prize for hairiest.

PTT **Salt Lake City** reports that Chuck E. is coming to the rescue of the financially troubled city zoo. For every large pizza sold, one dollar will be donated to the zoo. In **Ogden,** Chuck E. Cheese is running in the mayoral election—his platform is "Ogden needs more fun and games." The Ogden store also held a First Anniversary Party which included cake for 800 guests and a live-remote radio broadcast. Both Utah stores held their "First Ever Western Week" in July, giving away children's cowboy hats with every large pizza. The Ogden store's float won first place in the Rodeo parade, and Pasqually entered the Chili Cook-off (reports are that Pasqually's pizza is better than his Chili!)

PTT **Sun Valley, California** sponsored fund-raising events for over fifteen community groups in the past three months. They are especially proud of their Little League teams who finished the season as champions or runners-up in their leagues. Chuck E., of course, attended all the games. Chuck E. also befriended the swimming coaches at Sun Valley Park—Chuck E. Bucks were passed out to the best swimmers during swim lessons. **The Rockville, Maryland** store opened in June with a big splash—Chuck E. visited the Congressmen at the Capitol and paraded down Pennsylvania Avenue.

Westland, Michigan PTT hosted the mayor and city government officials for pizza and games during the annual Mayor Exchange Day. The second Michigan store opened in **Sylvan Lake** the end of August. Tom Pogemiller whose **Rockford, Illinois** store is slated to open in November reports that the City Council has granted $550,000 in industrial revenue bonds to bring Chuck E. Cheese to the Loves Park-Rockford area. The **Springfield, Illinois** unit will open later this year.

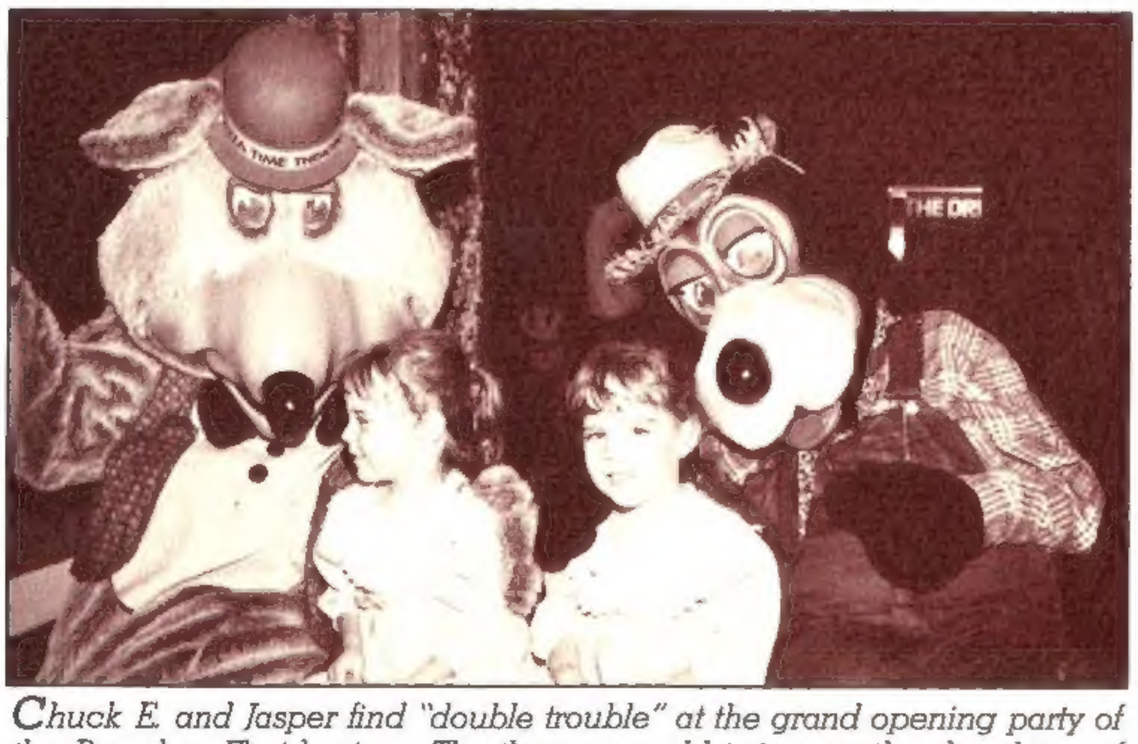
The **Capitola, California** store opened the last week in August with several special events including the Begonia Festival, a Special Olympics benefit, and a banquet and award ceremony for 400 members of the Santa Cruz soft ball league. The store is also sponsoring a junior lifesaving event in September with Chuck E. handing out awards and Chuck E. Bucks. In **Tempe, Arizona** Chuck E. was a guest on the Wallace & Ladmo television show. Chuck E. also appears regularly at the Phoenix Inferno soccer games.

PTT **Memphis, Tennessee** opened in August and "The King" was the star attraction. "We feel residents of Elvis Presley's hometown will find this rock 'n roll lion singing Elvis' hits particularly appealing," said Joe Parker, President of Food Systems, Inc.

Chuck E. Cheese from the **Stockton** store ice skated and acted as general ambassador of good will at Oak Park's Family Fun Day. The store also held a benefit for the American Cancer Society in August. The **Pinole** store which opened in June reports that the "Professional Women of Contra Costa County are already planning a PTT Halloween party where "everyone dresses up so they can't be recognized." **Modesto** participated in an American Red Cross benefit and sent Chuck E. and Jasper to the MDA Skate-a-thon.

Chuck E. Cheese starred on the Wallace & Laddmo television show in Tempe, Arizona.

Ann-Meg White, an employee at the Ogden, Utah, Pizza Time Theatre, won the title of Miss Utah National Teenager.



Chuck E. and Jasper find "double trouble" at the grand opening party of the Brandon, Florida store. The three-year-old twins are the daughters of Maribeth Davenport, Promotional Coordinator at Brandon.

Pizza Time Theatre unveiled its second custom-designed store in Modesto, California in May.

Sports Review

PTT Hayward's coed softball team had a good season with wins against the San Ramon store, McDonald's and Wendy's. Northern California stores interested in a game against the Hayward team should call Joe Sanchez at 415-887-7575. Joe is also interested in starting a Chuck E. Cheese League for Districts I and II and would like any persons interested in sponsoring a team to contact him.

Ken Stanley at the San Ramon, California store is interested in starting a soccer league of District I stores and would like interested store managers to contact him at 415-820-0428.

Tom Shaver and Bob Gibson at the Corporate office are presently organizing a flag football team to play in the Sunnyvale Flag Football League. The first practice game is slated for September 13. Anyone interested in sponsoring the team or playing on the team should call Bob Gibson at the Corporate Office.

Congratulations to corporate employee, John Fagan, who led his women's Sunnyvale slow-pitch softball team to a third place finish in the first annual memorial classic softball tournament.

Pizza Time Theatre's corporate office softball team ended the season with a 3-win, 1-tie, 9-loss record. Although the overall record didn't reflect it, the team played at a very competitive level giving some tough teams exciting games. Team Members included corporate employees Jack Becham, Rob DeMartini, Scott Drummond, John Fagan, Bruce Ford, Bob Gibson, Pat Hannum, Lenny Harris, Steve Olivo, Pat Saign, Al Torrez and Dave Turnbull.

Editors note: Any stores with sports news or questions should contact John Fagan, Pizza Times Sports Reporter, at the Corporate Office.

Rave Reviews for Latest Characters

"The Little Shavers" Barbershop Quartet made its first appearance last month in The Ice Cream Emporium of the Tampa Carrollwood Villages Pizza Time Theatre in Florida.

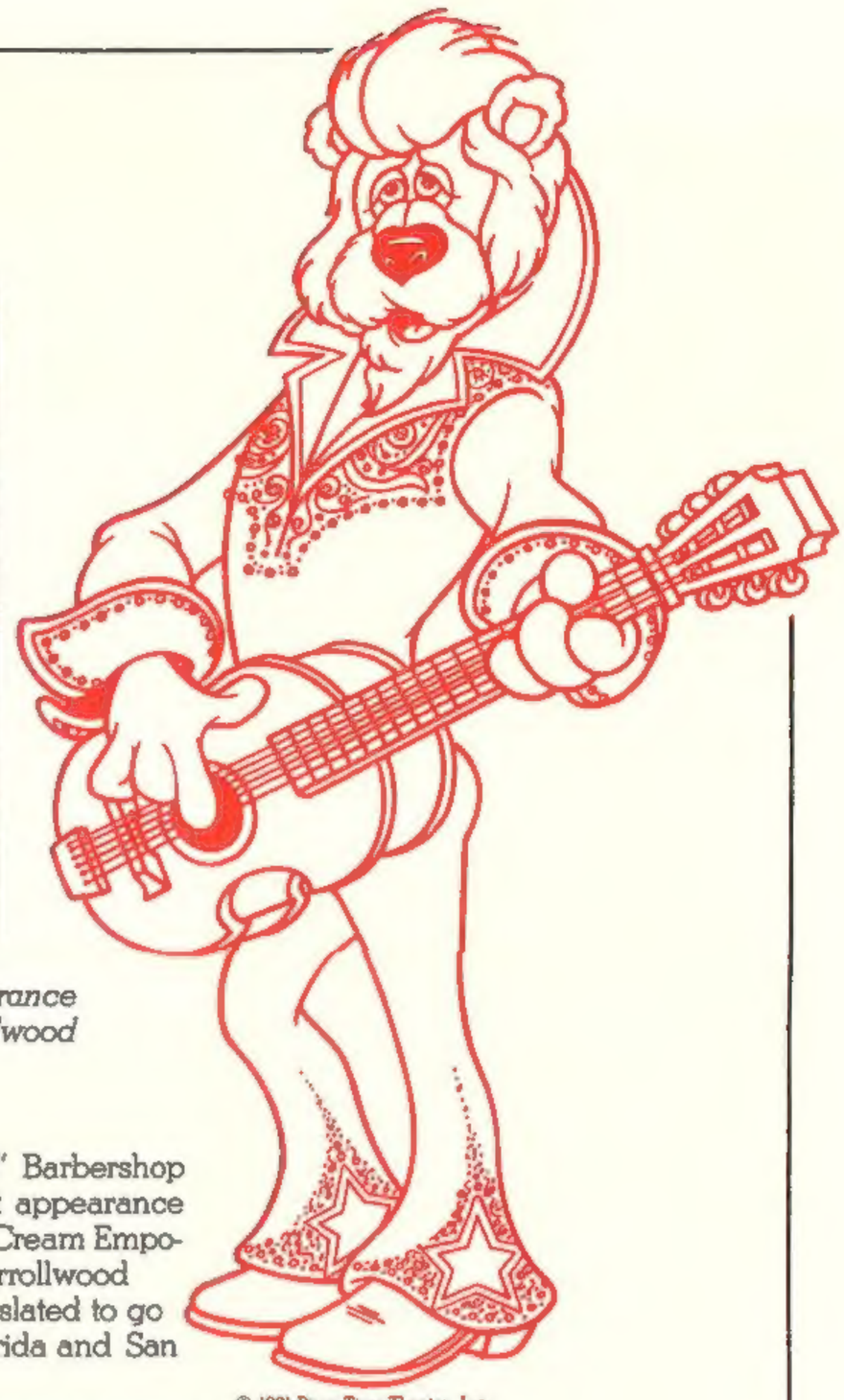
"The King," Pizza Time's very own super-sized lion who sings Elvis tunes, debuted with rave reviews in Pinole, California in June and is now entertaining in five stores. The shaggy maned rock 'n' roller is the result of joint efforts by many talented people. The initial concept and mechanical structure was developed by D'Miles Salmon, assisted by Francine Tibbs and Ron Peterson. Salmon, Tibbs and Peterson make up a new department called Product Engineering and are responsible for mechanical prototypes of all new products.

The King's cosmetics (which include head, costume, accessories and all visual elements) were designed by Kathy Wolf, Wardrobe Supervisor, and Jul Kamen, Cosmetic Prototype Specialist. The complete animation for the character includes 26 songs or about one hour of musical entertainment. Mike Hatcher, Director of Entertainment, and Animators James Barnes and Randy Nelson estimate that about 180 hours of programming time went into the King's animation that includes 14 individual movements which are combined to make hundreds of motions.

"The Little Shavers" Barbershop Quartet made its first appearance last month in The Ice Cream Emporium of the Tampa Carrollwood Villages store, and is slated to go into the Brandon, Florida and San Antonio, Texas Ice Cream Emporiums as well. Singing their own brand of close harmony—actually the music of "The Buffalo Bills"—the bewhiskered barbers compliment the old-fashioned ambience of the Ice Cream parlors.

The initial design including mechanics and cosmetics for the Barbershop Quartet was developed by Harold Goldbrandson of Fantasy Forest. Like The King, the Little Shavers have 26 different musical skits which required about 180 hours of programming time. The theatrical set complete with mirrors, shaving mugs and barber pole was designed by Animator Randy Nelson.

"The King," Pizza Time Theatre's super-sized rock 'n' roll lion, sings Elvis Presley Tunes.



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"The King"

Full Schedule for Training

Since January, 125 trainees have completed the management training program at the Kooser Road, San Jose location, and an additional 90 trainees have gone through the program at the other training facilities in Texas, Florida and Southern California. New staff members are Tom Morton, our trainer in Texas, and Karen Hewitt at Kooser Road. Karen was formerly a Manager at the Kooser Road store.

The Training Department is now issuing certificates to all who complete the program. Graduates who do not receive their certificates by October 15 should contact the Training Office at 1371 Kooser Road, San Jose , 95118, or call (408) 267-3018.

A plaque for a "job well done" was recently presented to the training staff by the June class. The plaque has a pizza wheel mounted on it and is engraved with the names of the class members: Al Broderick, John Cisneros, Gary Harwin, Ron Holland, Tom Morton, Ken River and Terry Turner.

Bob Coltrane, Director of Training, has been conducting a Management Development Seminar at the corporate offices. The course, given once a week for nine weeks, covers management functions, leadership, communications, selection and interviewing, time management, delegation, priorities, motivation, reinforcement, interaction, personnel relations, and stress. Congratulations to our first graduates—Sam Brown, Diana Carey, Doug DeAnda, Bob Gibson, Jul Kamen, Bob Lemons, Tom Shaver and Kathy Wolf.

The next session will begin in January 1982. Those wishing to enroll should contact their department supervisors.

Recruiters Look for the Best

Finding the best people to manage Pizza Time Theatre's corporate stores is the job of our Management Recruiters, Connie Steward in California, and Bob Rose in Florida and Texas. According to Bob, who joined the Company in March with a background in personnel, advertising and marketing, "People are the most important factor in making the Pizza Time concept work...and we need people who understand the difference between our concept and fast food or fine dining."

To find these well qualified store managers, game room managers, and electronics technicians, the recruiters use several sources: internal promotion, referral from employees, newspaper advertising and community contacts. They have also started a college recruitment program at schools with restaurant and hotel management departments, and plan to initiate an intern program for college students and Pizza Time hourly employees who demonstrate an interest in a management career.

Qualifications Connie and Bob require in candidates for store manager include two or more years management experience in food service or related fields; a record of job stability; a proven track record; motivation; and good appearance and communication skills.

For each successful candidate, the recruiters conduct a screening interview and reference check, schedule a selection interview with the District Manager, perform an interview analysis, and verify the completeness of each application. Bob estimates that he sees 12 to 14 people per hire.

Connie who joined the Company in February was formerly a recruiter for a dinner house chain. She feels there are no other restaurant chains that offer the growth opportunities of Pizza Time Theatre. "We're large enough to offer growth yet small enough for individual recognition and promotion." In addition to recruiting for company stores, Connie consults with franchisees regarding recruitment methods.

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